



Media Calls

All media calls to USDA must go through public affairs staff at the agencies or the Office of Communications.

Media calls should be given priority and returned ASAP.

The press secretary must approve all requests for on-camera interviews.

Public affairs staff should work directly with the press secretary and communications coordinator on high profile, controversial issues for media response.

Public affairs staff should work with the press secretary and communications coordinator on all public press events.

When agencies refer media calls to the Office of Communications, they should provide the following information:

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| <input type="checkbox"/> Full name of the reporter | <input type="checkbox"/> What is the deadline? |
| <input type="checkbox"/> Name of the media outlet | <input type="checkbox"/> When is it best for someone to call back or when will the reporter call back? |
| <input type="checkbox"/> Phone, fax, e-mail and location of the reporter | <input type="checkbox"/> Has the reporter checked the USDA Web site? |
| <input type="checkbox"/> How long the interview is expected to take | <input type="checkbox"/> Is the request to respond to a specific event, statement or release by another party? If so, obtain a copy of the information. |
| <input type="checkbox"/> If not obvious, description of media outlet including circulation, target audiences. If it is not a well known outlet, ask the reporter to provide copy of the publication or tapes of the show. | <input type="checkbox"/> If the request is from a broadcast outlet, what is the format of the interview? One-on-one, debate, talk show, call-in, live or taped. |
| <input type="checkbox"/> What is the story line? Questions? | <input type="checkbox"/> Recommendation on request. |
| <input type="checkbox"/> What information does the reporter already have on the subject? | |